



The Internet Corporation for Assigned Names and Numbers

11 January 2013

TRANSMITTED VIA ELECTRONIC MAIL AND COURIER

Meyer Ohayon
Power Brand Center Corp. (IANA ID# 1155)
Office Park, Bldg 40, 1st Floor Calle Ruben Dario, Corregimiento de Ancon Panama
Panama

E-mail: info@powerbrandcenter.com

RE: NOTICE OF BREACH OF REGISTRAR ACCREDITATION AGREEMENT

Dear Meyer Ohayon,

Please be advised that as of 11 January 2013, Power Brand Center Corp. ("Power Brand Center") is in breach of its Registrar Accreditation Agreement ("RAA") with the Internet Corporation for Assigned Names and Numbers ("ICANN") dated 5 May 2011 ("RAA"). These breaches result from:

1. Power Brand Center's failure to timely respond to ICANN's Contractual Compliance Audit Program ("Audit") notices, specifically:
 - a. Failure to provide documents and information as required by the terms of Section 3.14; and
 - b. Failure to maintain records relating to Power Brand Center's dealings with Registry Operator(s) and Registered Name Holders and to make such records available to ICANN for inspection, pursuant to Sections 3.4.2 and 3.4.3 of the RAA.
2. Power Brand Center's failure to pay past due accreditation fees pursuant to Section 3.9 of the RAA.

Please refer to the attachment for details regarding these breaches.



Meyer Ohayon
Power Brand Center Corp.
Page 2 of 4

ICANN requests that Power Brand Center cure the breaches by 1 February 2013, 15 working days from the date of this letter, by taking the following actions:

1. Complete the Audit Request for Information (RFI) Phase, by:
 - a. Contacting complianceaudit@icann.org to receive your registrar's login credentials for the ICANN Compliance Site ("Site"); and
 - b. Completing the RFI and providing all supporting documentation through the Site.

2. Pay all past due accreditation fees of \$17,725.21.

If Power Brand Center fails to timely cure the breaches and provide the information requested, ICANN may commence the termination process.

If you have questions or require assistance, please contact Owen Smigelski at owen.smigelski@icann.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "M Serad", is written over a light blue horizontal line.

Maguy Serad
Vice President
Contractual Compliance

Cc: John O. Jeffrey, General Counsel and Secretary



Meyer Ohayon
Power Brand Center Corp.
Page 3 of 4

ATTACHMENT

Failure to Provide Documents and Information for Audit and to Make Records Relating to Registered Name Holders Available to ICANN

Section 3.14 of the RAA requires Power Brand Center, as part of any reasonable contractual compliance audit, to timely provide the documents and information known by Power Brand Center necessary to demonstrate compliance with the terms of this Agreement. Section 3.4.2 of the RAA requires Power Brand Center to maintain registration data and records relating to its dealings with Registered Name Holders and with the Registry Operator(s) for every domain name under Power Brand Center's management. Section 3.4.3 of the RAA requires Power Brand Center to make these records and data available to ICANN upon reasonable notice.

As detailed in the chronology below, since 13 November 2012 ICANN sent Power Brand Center six notices regarding the requirements of ICANN's Audit Program. To date, Power Brand Center has not responded to any Audit Program communication and has not contacted ICANN regarding the Audit Program.

Failure to Pay Accreditation Fees

Section 3.9 of the RAA requires registrars to timely pay accreditation fees to ICANN, consisting of yearly and variable fees. Power Brand Center owes ICANN \$17,725.21 in past due accreditation fees, in breach of Section 3.9 of the RAA.

Chronology:

Date of Notice	Deadline for Response	Details
13 Nov 2012	N/A	ICANN sent all Registrars and Registries a Pre-Audit Notification Letter with dates of future notifications. This letter was immediately published on icann.org
26 Nov 2012	17 Dec 2012	ICANN sent 1 st Notice via email to info@powerbrandcenter.com .



Meyer Ohayon
 Power Brand Center Corp.
 Page 4 of 4

Date of Notice	Deadline for Response	Details
4 Dec 2012	N/A	Reminder Email sent to info@powerbrandcenter.com reminding registrar to login and comply with the RFI.
10 Dec 2012	N/A	ICANN sent Frequently Asked Questions to info@powerbrandcenter.com , which included dates for compliance. The FAQ was published on icann.org.
10 Dec 2012	N/A	ICANN published the Contractual Compliance Newsletter for November. This newsletter outlined the due dates, as well as the phases for the audit program. http://www.icann.org/en/resources/compliance/newsletter/newsletter-nov12-en.htm
17 Dec 2012	27 Dec 2012	ICANN sent 2 nd Notice via email to info@powerbrandcenter.com .
28 Dec 2012	07 Jan 2013	ICANN sent 3 rd (FINAL) Notice via email to info@powerbrandcenter.com .
03 Jan 2013	N/A	Reminder Email sent to info@powerbrandcenter.com indicating there has been no login and to comply with the RFI.
Other: 7 Jan 2012	N/A	ICANN notes that registrar never logged on within compliance.icann.org tool.